

## **SECTION C**

### **DESCRIPTION/SPECIFICATION/WORK STATEMENT**

#### **1. BACKGROUND**

The mission of the U.S. Department of the Interior is to protect and provide access to our nation's natural and cultural heritage and honor our trust responsibilities to Indian Tribes and our commitments to island communities. The National Park Service is a bureau within the U.S. Department of the Interior. Visitors to national park sites may engage with and learn more about these natural, cultural, and historic sites through media including multimedia programs, videos, interpretive and educational indoor and outdoor exhibits and publications. The Harpers Ferry Center, Audiovisual Arts, a service center of the National Park Service, provides multimedia and website planning, design, production, installation and maintenance services to the more than 390 units of the National Park Service. These multimedia services and products may also be supplied to other Bureaus of the Department and other Agencies of the Government. For further information about the Harpers Ferry Center, please refer to the following web site: [www.nps.gov/hfc/](http://www.nps.gov/hfc/).

These contracts will provide parks with multimedia products and services. This work may involve all stages necessary in producing turnkey multimedia products and services or products and services that reflect the work only necessary for one or more stages within the process of multimedia planning, production, installation, and maintenance.

The National Park Service, Harpers Ferry Center is committed to providing interpretive media that is accessible to all potential users. Federal agencies must give employees and members of the public with disabilities access to information that is comparable to the access available to others without these disabilities. Media shall be planned, designed, produced, installed, and maintained in a manner consistent with the Rehabilitation Act of 1973, as amended (includes Sections 504 and 508).

For the purposes of this contract, "Multimedia Production" is defined as including, but not limited to, computer interactive programs, websites and podcasts, animation, audio tours, audio and video programs, and CD-ROMS of standalone interactive computer kiosks that may include touch screens, keyboards, mouse, and/or trackballs as part of their operation.

"Audiovisual Production" is defined as including, but not limited to, video and audio programs, video and audio production tasks and services, animation, audio tours, and audio or video programs that promote accessibility.

Current and standard off-the-shelf software, such as Adobe Director, Flash, Adobe After Effects, and Adobe Shockwave player, shall be used in the production of products unless negotiated under specific task orders.

Venues and uses for these services and products produced include, but are not limited to, the following:

- audiovisual and computer interactive programs featured in kiosks and computer workstations located in visitor center lobbies and in outdoor exhibit areas;
- audiovisual and computer programs on websites;
- audiovisual and computer interactive programs for educational outreach in schools, community centers, and other public venues;
- videos (with and without audio) and audio programs incorporated into computer interactives, exhibits, mini-theaters within exhibitions, and object theaters, computer simulations and animations incorporated into audiovisual programs and exhibits;
- audio programs associated with indoor and outdoor (wayside) exhibits;
- soundscapes in exhibit settings, immersive environments, and historically furnished vignettes;
- mobile audio for self-guided tours of landscapes, trails, and historic structures;
- mobile audio featuring descriptions of interpretive media and park resources for visitors with visual impairments;
- audiovisual programs depicting and interpreting park resources to provide programmatic access for wheelchair users and visitors with mobility impairments.

## 2. **PURPOSE**

The purpose of this contract is to meet the multimedia production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality multimedia programs. Work may include multimedia productions as well as any phase or portion of multimedia production. Work for full or partial multimedia products may also include the production of audiovisual programs.

## 3. **SCOPE OF WORK**

Independently, and not as an agent of the government, the contractor shall provide all services, including labor, materials, equipment, facilities, and travel, (except otherwise specified in this contract) necessary to provide the Department of the Interior with multimedia productions.

Multimedia productions include tasks such as project management, development, planning, design, installation, and maintenance services. Additionally, Audiovisual production services may be ordered in conjunction with multimedia production services.

All programs are typically educational and interpretive and provide opportunities for the viewer or user to make intellectual and emotional connections to the subject matter. Productions and delivery formats will be specified in task orders and addressed generally within the specifications of this contract.

All work shall be completed in accordance with Attachment A, “*National Park Service Standard Specifications for Audiovisual Production and Multimedia Planning, Design and Production Services with Installation*, dated August 26, 2008.

**WORK INCLUDES:**

- A. **Project Management:** Scheduling, coordinating, overseeing, and managing the work produced and installed.
- B. **Video and Audio Production Process:** Providing a plan and developing a detailed proposal for audiovisual products and services.
- C. **Multimedia Planning, Design, and Production Services With Installation Process:** Provide a plan and developing a detailed proposal for the planning, design, production, installation and maintenance of multimedia programs.
- D. **Travel, Meetings and Presentations:** Providing cost estimate for conducting site visits, attending meetings and presenting presentations.
- E. **Submittals and Reviews:** Providing all submittals and reviews in accordance with the contract and individual task order requirements.
- F. **Acquisition of Materials:** Providing Release Forms and/or License Agreements in accordance with the contract and individual task order requirements.
- G. **Accessibility:** Performing all work under this contract in accordance with the Programmatic Accessibility Guidelines for National Park Service Interpretive Media dated October 2007. Learn more about accessibility at [www.nps.gov/hfc/accessibility/index.htm](http://www.nps.gov/hfc/accessibility/index.htm).
- H. **Technical Specifications for Video and Audio Production:** Providing audiovisual products and services in accordance with the contract and individual task order requirements.
- I. **Technical Specifications for Multimedia Production:** Providing multimedia production services in accordance with the contract and individual task order requirements.
- J. **Installation, Training and Maintenance for Multimedia Programs:** Providing installation, training, and maintenance of multimedia programs and hardware at National Park Service and other locations.

- K. **Completion Report and Final Deliverables:** Preparing and organizing all multimedia program materials for submittal to the Contracting Officer's Representative and closeout of the project.

Work shall also be completed in accordance with Attachment B Contractor's Comprehensive Plan consisting of five pages.

4. **TASK ORDER ASSIGNMENTS**

All work performed under this contract will be directed by the government through the issuance of individual task orders in accordance with the procedures outlined in Section G. In no event will the government be responsible for any work performed by the contractor that is not undertaken pursuant to a duly executed task order signed by the Contracting Officer. The government will furnish, as appropriate, required data, materials, and access to project information necessary to perform the planning and production of work as required.

Unless otherwise stated in an individual task order, the requirements set forth in this contract represent the baseline standards and processes that shall be followed for every project performed under this contract.

5. **OWNERSHIP OF PRODUCTS**

All original media produced under this contract is the property of the National Park Service. The National Park Service's use of the materials produced shall not be restricted in any manner.